

ENERGY STAR[®]

SUMMARY OF CONSUMER ELECTRONICS PROGRAMS

The simple choice for energy efficiency.



SEPTEMBER 2017 UPDATE

The U.S. Environmental Protection Agency (EPA) is pleased to provide the **ENERGY STAR[®] Summary of Consumer Electronics Programs** (Summary). The Summary provides an overview of a variety of programs offered by utilities and other energy efficiency program sponsors in the United States to promote ENERGY STAR certified consumer electronics and office products including: televisions, set-top boxes, audio/video equipment, computers, monitors, imaging equipment, battery chargers, telephony, and enterprise servers. The Summary includes information provided by energy efficiency program sponsors and describes their current program offerings in 2017-2018 and beyond.

Each ENERGY STAR consumer electronics program is summarized with a focus on incentives (e.g., mid-stream rebate and mark-down), program contacts, and other relevant program details. Participation in the Summary is voluntary and therefore may not represent all promotions and incentives available across the country. The information in this Program Summary is current as of August 15, 2017; more current or additional information may be available at www.energystar.gov/rebatefinder.

The Summary of Consumer Electronics Programs is divided into the following sections:

1. **Executive Summary**
2. **Program Budget Map, National Promotion Charts and Graphs** – Overview of promotion types for consumer electronics programs across the United States.
3. **Programs Information** – An overview table of current consumer electronics promotions organized by state.
4. **Partner Contact Directory** – Program websites, hotlines, and contact information for program managers.

If you have any questions or comments about the ENERGY STAR Summary of Consumer Electronics Programs, please contact Nora Lovrien Buehler at ICF, at nora.lovrienbuehler@icf.com or 202-862-1589.

Table of Contents

Executive Summary	2
Consumer Electronics Program Budget Map	3
National Consumers Electronics Promotion Charts and Graphs	4
Consumer Electronics Program Information	7
Partner Contact Directory	9

Executive Summary

The 2017 ENERGY STAR Summary of Consumer Electronics Programs (Summary) presents information submitted by 11 energy efficiency program sponsors from across the United States, including one “umbrella organization” running promotions on behalf of or in conjunction with 15 cooperative, municipal, or investor-owned utilities. Partners have provided information on 47 individual incentive programs for ENERGY STAR electronics products including televisions, set-top boxes, computers, monitors, audio/video equipment, imaging equipment, battery chargers, telephony, power management, small network equipment, and enterprise servers. To improve the accuracy of available promotions nationwide, information submitted under umbrella organizations has been accounted for individually for each member utility, unless otherwise indicated as a statewide or centrally-administered program.

From the information submitted by energy efficiency program sponsors, the key highlights include:

Program Budgets – Partners were asked to categorize their program budgets into buckets demonstrating order of magnitude and range (e.g., less than \$50K, \$50K-\$250K, \$250-\$1 Million). To calculate state totals and the national total, the mid-point of each bucket range was taken and multiplied by the total number of partner programs identifying with a given bucket. Since exact budget information has not been provided, nor have all partners given budget information (see the [“Consumer Electronics Program Budget Map”](#) on page 3 for more details), a precise total cannot be determined. In 2017, the total national budget was just under \$9 million, compared to just under \$70 million in 2016. The majority of the decrease in budget is likely explained by power strips no longer being included in the Program Summaries as well as revisions to the budget numbers in Nebraska. The budget may also be affected by actual declines in program budgets, fewer programs being offered, and/or fewer partners reporting their program budget information.

Promotions by Dollar Amount – Promotion amounts in 2017 range from \$5 for computer and laptop promotions to \$150 for televisions. While total incentives decreased from 2016 to 2017, the average incentive for televisions, computers/laptops, and monitors increased by 3%, 22%, and 34% respectively. The average incentive amount for enterprise servers decreased by a third, from \$15 to \$10, and the average incentive for computer power management decreased by more than 50%, from \$12.50 to \$6.00. See [“Average Promotion Amount for ENERGY STAR Consumer Electronics Products 2012-2017”](#) on page 5 for more details on average incentive values.

Promotions by Product – In 2017, television promotions increased their share of total consumer electronics promotions slightly from 42% of incentives in 2016 to 49% in 2017 and still have the largest number of total incentives. Computers/laptops and monitors decreased their share of total consumer electronics incentive from 2016 to 2017. See [“2017 ENERGY STAR Consumer Electronics Promotions by Product Type”](#) on page 5 and [“ENERGY STAR Consumer Electronics Promotions by Product Type 2012-2017”](#) on page 6 for more details.

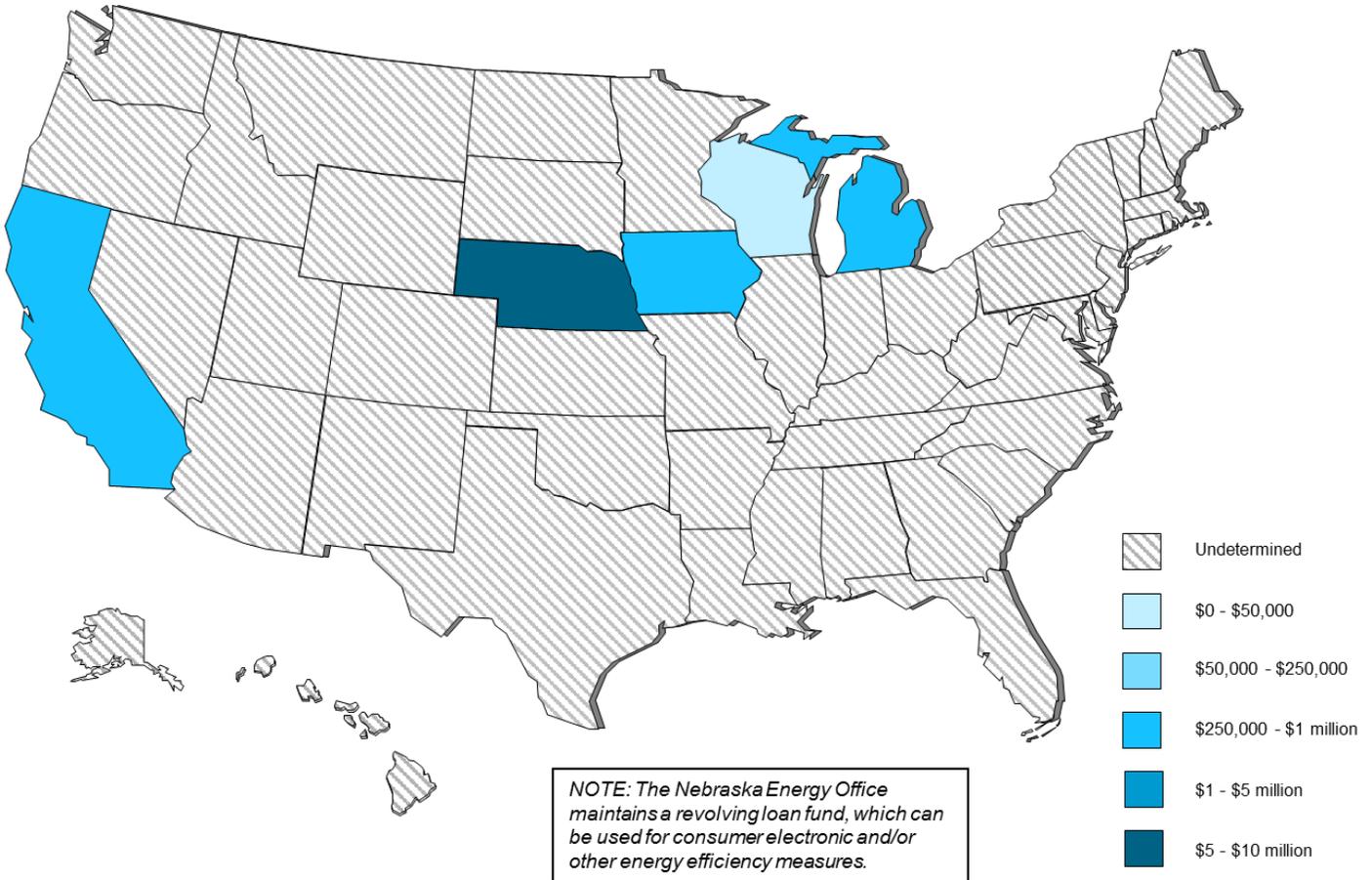
Promotions by Type – 60% of promotions are classified generally as rebates, 17% as bill credits, and 21% as low interest loans. No energy efficiency program sponsor indicated that their existing promotions are conducted with retailer or manufacturer mid-stream incentives, whereas 18% were specified as such in 2016. This is likely more a reflection of what program sponsors are choosing to report rather than an indication that midstream incentives for consumer electronics are nonexistent. See [“2017 ENERGY STAR Consumer Electronics Promotions by Incentive Type”](#) on page 6 for more details.

Promotions by Region – The Midwest continued to have the greatest number of promotions with 37 (2016 = 42). The Northeast saw a large drop in promotions from 20 to eight, largely due to the elimination of power strips from reporting. There are no programs offered in the Mid-Atlantic, Southeast, and Southwest regions. The West decreased total promotions slightly over the 7 offered in 2016. See [“2017 ENERGY STAR Consumer Electronics Promotions by Type and Region”](#) on page 7 for more details.

Consumer Electronics Program Budget Map

The map below shows program budgets for consumer electronics programs by state as reported by the energy efficiency program sponsors.

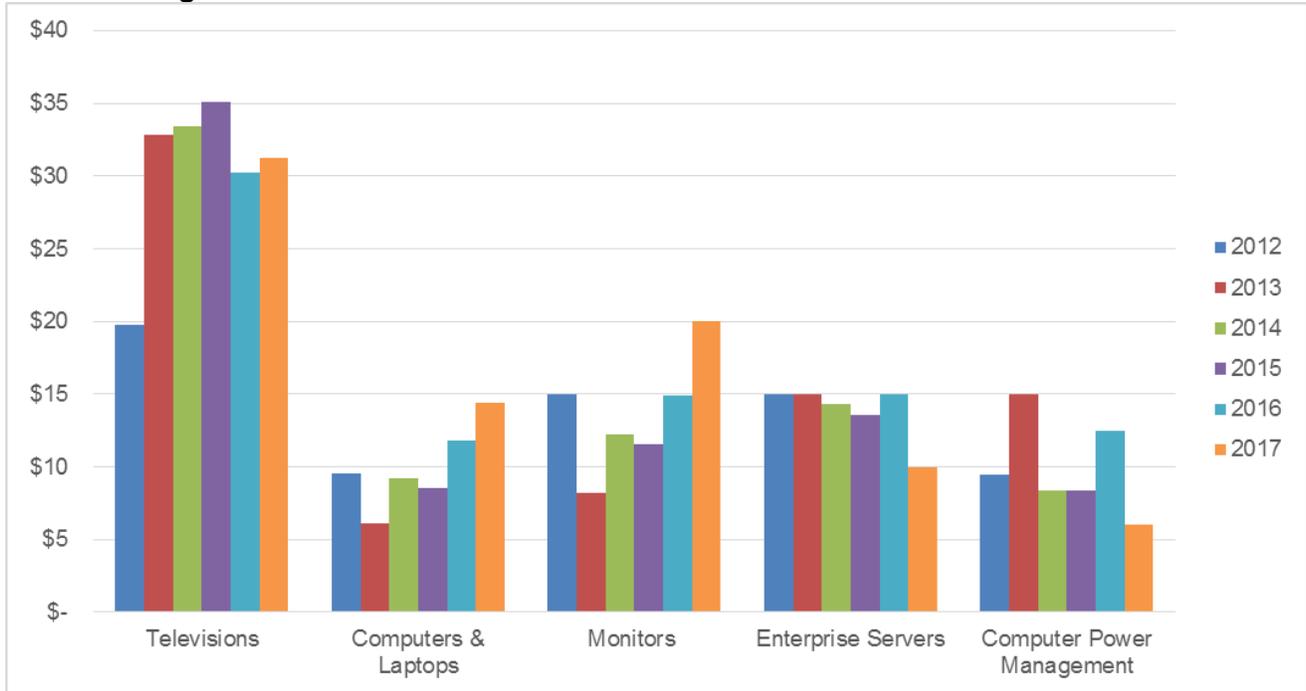
NOTE: Energy efficiency program sponsors in the “undetermined” states may implement consumer electronics promotion programs in 2017 and beyond, but were unable or did not elect to provide budget information. Likewise, states highlighted in color may not represent all the partner program budgets, as partners in those states also may have elected not to provide budget information. See the individual program entries for details.



National Consumer Electronics Promotion Charts and Graphs

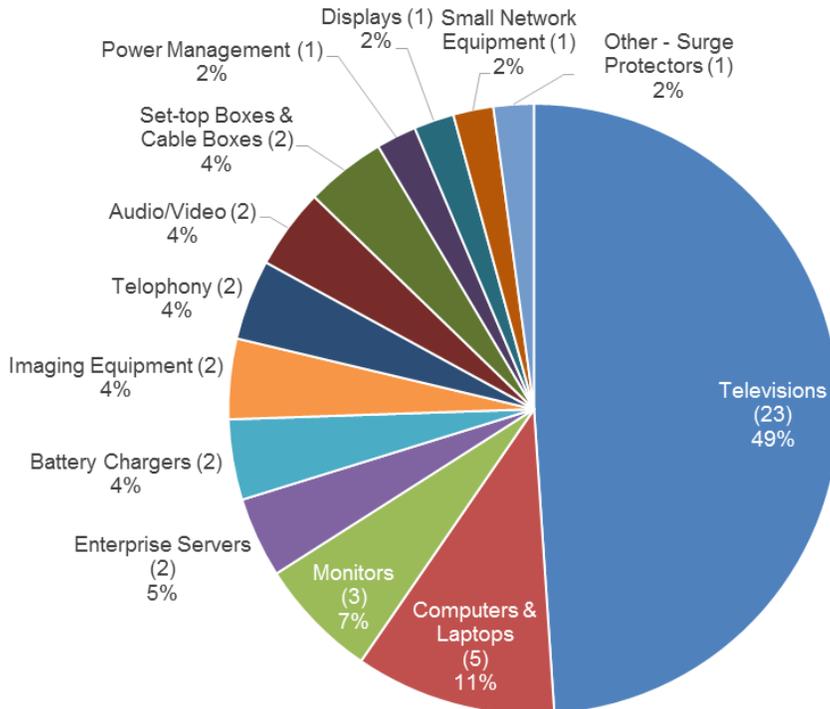
Percentages have been rounded to the nearest whole number for values over 2%. Totals may not equal 100%.

Average Promotion Amount for ENERGY STAR Consumer Electronics 2012-2017

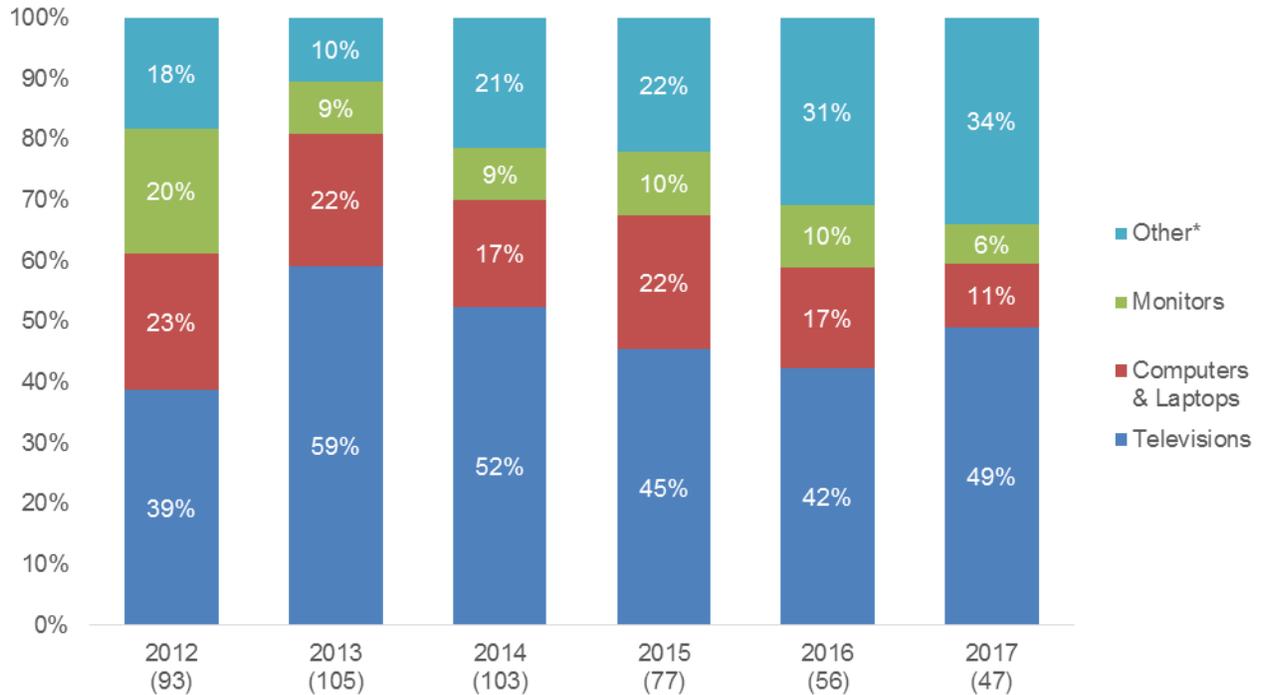


NOTE: Product types that do not have average incentive amounts because the data were not consistently provided across the years (Set-top Boxes & Cable Boxes, Audio/Video, Battery Chargers, Imaging Equipment, and Telephony) are not included above.

2017 ENERGY STAR Consumer Electronics Promotions by Product Type
(Totals listed in parentheses)



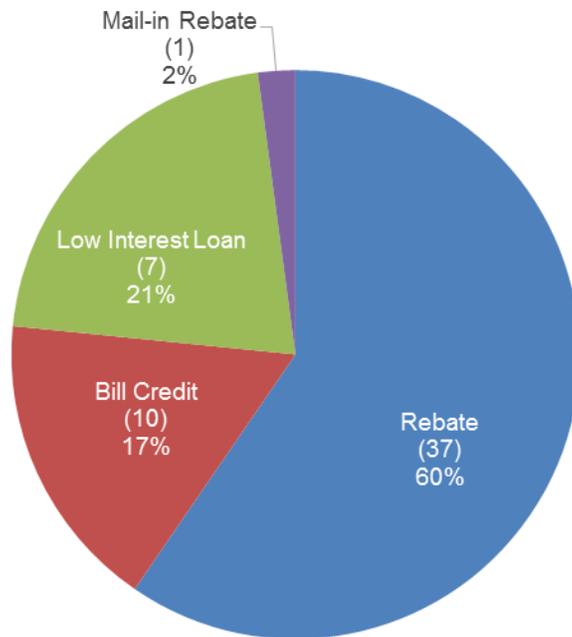
ENERGY STAR Consumer Electronics Promotions by Product Type 2012-2017
(Annual totals listed in parentheses)



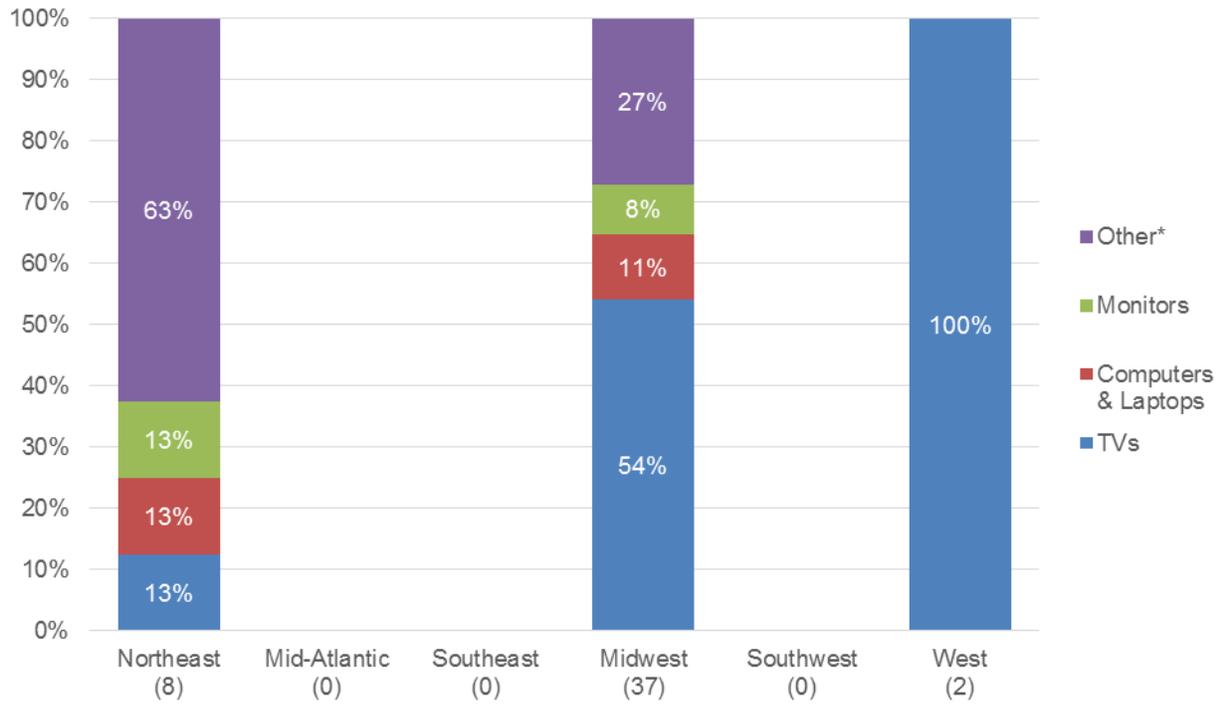
* The "Other" category is comprised of Set-top Boxes & Cable Boxes, Audio/Video, Imaging Equipment, Battery Chargers, Telephony, Computer Power Management, and Enterprise Servers. See the "[Consumer Electronics Program Information](#)" for individual partner details.

NOTE: In 2017, Advanced Power Strips were removed from the Consumer Electronics Program Summary and removed from the total incentive numbers from the 2012-2016 numbers in parentheses above.

2017 ENERGY STAR Consumer Electronics Promotions by Incentive Type
(Totals listed in parentheses)



2017 ENERGY STAR Appliance Promotions by Type and Region
(Regional totals listed in parentheses)



* The "Other" category is comprised of Set-top Boxes & Cable Boxes, Audio/Video, Imaging Equipment, Battery Chargers, Telephony, Computer Power Management, and Enterprise Servers. See the [Consumer Electronics Program Information](#) for individual partner details.

** Advanced Power Strips are not ENERGY STAR products.

Consumer Electronics Program Information

The table below provides information on products being promoted around the country by energy efficiency program sponsors. The information is organized by state and all promotions and incentives are for ENERGY STAR certified products unless otherwise specified. Please contact the program sponsor representative, found in the Partner Contact Directory following this section, to learn more about partnership opportunities. Members of umbrella organization are listed as footnotes.

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	START DATE	END DATE
CA	Riverside Public Utilities	\$250K-\$1 Million	105K Residential and Commercial	TVs	\$150	Rebate	1/1/2015	Ongoing
HI	Hawaii Energy	<i>Not Provided</i>	Residential	TVs	\$1-\$15	Rebate	11/1/2016	6/30/2017
IA	Alliant Energy	\$250K - \$1 Million	Commercial	Computers & Laptops	\$5-\$10	Rebate	1/1/2014	12/31/2018
				Enterprise Servers	\$10	Rebate		
				Other - Power Management	\$6	Rebate		
IL	Ameren Illinois	<i>Not Provided</i>	Commercial	Computers	\$10	Rebate	6/1/2016	5/31/2017
MI	Coldwater Board of Public Utilities	Less than \$50K	6K	TVs	\$25-\$50	Rebate	1/1/2014	12/31/2017
MI	Efficiency United (Representing 15 utilities)	\$250K - \$1 Million	5K	TVs	\$25	Rebate	1/1/2016	Ongoing
MI	Holland Board of Public Works	Less than \$50K	25K	Computers	\$15	Rebate	1/1/2017	12/31/2017
				TVs	\$30	Rebate		
				Monitors	\$15	Rebate		
MI	Lansing Board of Water & Light	Less than \$50K	83K	TVs	\$25-\$50	Mail-in Rebate	1/1/2015	Ongoing
NE	Nebraska Energy Office	Million\$5 - \$10 Million	Residential	TVs	Varies	Low Interest Loan	Ongoing	
				Audio/Video	Varies	Low Interest Loan		
				Computers	Varies	Low Interest Loan		
				Monitors	Varies	Low Interest Loan		
				Imaging Equipment	Varies	Low Interest Loan		
				Telephone	Varies	Low Interest Loan		
				Battery Chargers	Varies	Low Interest Loan		
				Set-top Boxes & Cable Boxes	Varies	Low Interest Loan		
				Small Network Equipment	Varies	Low Interest Loan		
				Enterprise Servers	Varies	Low Interest Loan		

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	START DATE	END DATE
RI	Pascoag Utility District	Not Provided	Residential	Computers & Laptops	15% up to \$50	Bill Credit	1/1/2015	Ongoing
				Audio/Video	15% up to \$50	Bill Credit		
				Displays	15% up to \$50	Bill Credit		
				Set-top Boxes & Cable Boxes	15% up to \$50	Bill Credit		
				TVs	15% up to \$50	Bill Credit		
				Imaging Equipment	15% up to \$50	Bill Credit		
				Battery Chargers	15% up to \$50	Bill Credit		
				Telephone	15% up to \$50	Bill Credit		
WI	Vernon Electric Cooperative	Less than \$50K	10K Residential and Commercial	TVs	25	Rebate	1/1/2016	12/31/2017
				Monitors	25	Rebate	1/1/2017	12/31/2017

Footnotes: Umbrella Organizations

- Efficiency United represents the following utilities:
 - Alpena Power Co; Baraga Electric Utility; Bayfield Eclectic Cooperative; City of Crystal Falls; City of Dowagiac; City of Gladstone Department of Power & Light; City of Harbor Springs Electric Department; L'Anse Electric Utility; City of Negaunee Eclectic Department; City of Norway Department of Power & Light; Upper Peninsula Power Company; UMERG - We Energies Service Area; UMERG - WPS Service Area; Xcel Energy

Partner Contact Directory

The table below provides additional information to help connect with energy efficiency program sponsors and find out more information about their incentive programs.

State	Utility	Contact Name	Email	Phone	Customer Hotline	Efficiency Program Web Address
CA	Riverside Public Utilities	Gleason, Ryan	rgleason@riversideca.gov	951-826-5669	800-685-2722	http://www.greenriverside.com/energy-star&zone=residential
HI	Hawai'i Energy	Gingerich, Burk	Burk.Gingerich@Honeywell.com	808-237-6858	808-537-5577	https://hawaiienergy.com/for-homes/rebates/appliances
IA	Alliant Energy	Darling, Anna	annadarling@alliantenergy.com	319-786-4542	866-255-4268	http://www.alliantenergy.com/SaveEnergyAndMoney/Rebates/BusIA/030566
IL	Ameren Illinois	Lovier, Nick	nlovier@ameren.com	309-677-5094	866-800-0747	http://www.actonenergy.com/business
MI	Coldwater Board of Public Utilities	Granger, Bob	bgranger@coldwater.org	517-279-6910	517-279-9531	http://www.coldwater.org/DocumentCenter/View/683
MI	Efficiency United (representing 15 member utilities)	Garver, Brett	brett.garver@clearesult.com	517-99-2341	866-367-3191	http://www.encyciencyunited.com
MI	Holland Board of Public Works	Roberson, Deena	droberson@hollandbpw.com	616-355-1534	616-355-1500	https://www.hollandbpw.com/about-us/homerebates
MI	Lansing Board of Water & Light	Baumgartner, Andy	atb@lbwl.com	517-702-6795	800-573-3503	http://www.lbwl.com/EnergySavers
NE	Nebraska Energy Office	Hauschild, Bruce	bruce.hauschild@nebraska.gov	402-269-2867	Not Provided	http://www.neo.ne.gov/loan/index.html
RI	Pascoag Utility District	Round, Harle	hround@pud-ri.org	401-568-6222	Not Provided	http://www.pud-ri.org/conservation/energy-star-rebates/office-equipment/home-electronics
WI	Vernon Electric Cooperative	Maxwell, Dave	dmaxwell@vernonelectric.org	Not Provided	Not Provided	http://www.vernonelectric.org